



CHARM

Immersive Experiences in European Charming Villages



Guide for Promotional Practices of Destinations

The CHARM project has developed a handy guide packed with the best methods and approaches to promote and commercialise destinations to tourists and reinforce the value of local communities. Besides more traditional practices, the project has taken a step forward and has identified those cutting-edge actions, which can deliver inspirational content and innovative ideas.

A collection of the most innovative international best practices has been created, categorising different approaches under three main objectives:

- **Development of Destinations and Communities**
- **Creation and Management of Products and Events**
- **Branding & Storytelling**

Get inspired by its mix of traditional practices and innovative ideas!

You can download it [here](#).

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GUIDE FOR PROMOTIONAL PRACTICES OF DESTINATIONS

CHARM BRIDGE EVENT NEXT WEEK!

SHOWCASE OF CHARM PILOT VILLAGES: FINLAND, GERMANY & CATALONIA / SPAIN



CHARM Bridge Event - 13/10

Within the program of the Forum TurisTIC, we will have a parallel session about **“Technologies applied in rural areas: adding value to the tourist product”** & an **online guided networking activity** to foster the encounter and the collaboration between the tourism industry and the technology providers.

Don't miss the change to connect at the live streaming, **register [here!](#)**

Experiences in pilot villages: Spain, Germany & Finland

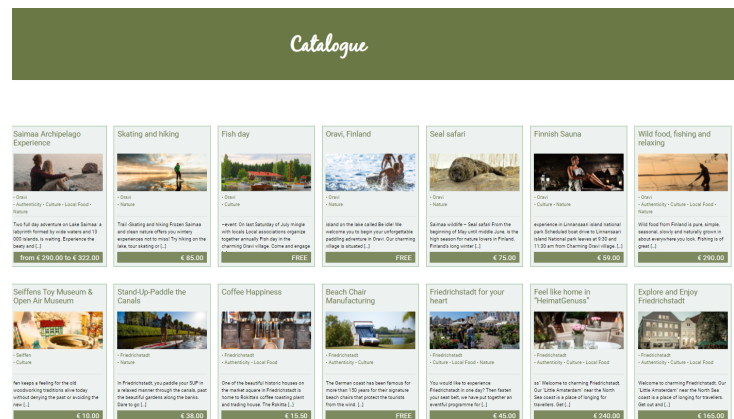
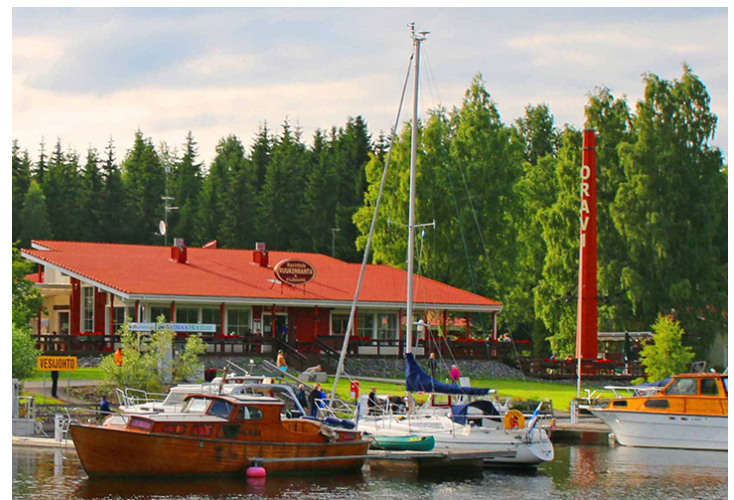
Want to discover our villages with a charming local guide, make your own wooden toy or cheese, do a seal safari or bike in gorgeous spots?

Have a look at the CHARM website to get to know better the 35 **amazing experiences and products** we developed in:

- Finland (Mathildedal, Oravi)
- Germany (Seiffen, Friedrichstadt)
- Catalonia / Spain (Rupit, Taüll)

You will find from 1 day activities to products with 1 or 2 nights accomodation with thematics from **Authenticity**, **Culture** or **Local Food** to **Speciality**, and **Nature**

In our next issue we'll unveil the experiences and products of the rest of charming villages in **Portugal**, **Belgium** and **Italy**.



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<https://www.charmingvillages.eu>

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